IN THE CLAIMS:

Claims 2, 4, 5, 8, 11, 17, 19, 21, and 24 have been amended herein. All of the pending claims 1 through 24 are presented below. This listing of claims will replace all prior versions and listings in the application. Please enter these claims as amended.

1. (Original) A method for communicating between a client and a backend server, comprising:

requesting a web page including at least one nondisplay space object and a display space object configured to establish and maintain a persistent communication channel with the backend server;

the display space object connecting with the backend server to form the persistent communication channel;

rendering the web page including a display space and at least one nondisplay space according to the display space object and the at least one nondisplay space object; and

interacting via the persistent communication channel between the display space object and the backend server when initiated by the display space object.

2. (Currently Amended) The method of claim 1, wherein interacting via at least one of the persistent communication channel and is according to one of HTTP and HTTPS requests between the display space object and the backend server.

3. (Original) The method of claim 1, wherein interacting via the persistent communication channel further comprises interacting between the display space object and socket server software on the backend server.

4. (Currently Amended) The method of claim 1, further comprising retrieving at least one cookie of interest from the client and transmitting at least a portion of the of data in the at least one cookie of interest to the backend server via the communication channel.

5.   (Currently Amended) The method of claim 4, further comprising producing a unique identifier of the display space object for storage in the at least one cookie of interest.

6.   (Original) The method of claim 4, further comprising the display space object dynamically altering data within the display space in response to at least one of the at least one cookie of interest and the backend server.

7.   (Original) The method of claim 1, wherein the connecting with the backend server comprises connecting with the backend server to form the persistent communication channel when initiated by the display space object in response to interaction within the display space.

8.   (Currently Amended) The method of claim 1, wherein interacting further comprises transmitting data collected from the display space object to the backend server via one of the persistent communication channel and the one of HTTP and HTTPS requests.

9.   (Original) The method of claim 1, wherein interacting further comprises one of periodically transmitting data to and from the display space object to the backend server and the display space object and potentially initiating a connection between the display space object and the backend server.

10.   (Original) The method of claim 1, further including configuring the persistent communication channel as a secure channel.

11.   (Currently Amended) The method of claim 1, further comprising controlling the display space by the a backend representative via the persistent communication channel.

12.   (Original) The method of claim 1, further comprising accumulating a log of activity between the display space object and the backend server.

13.   (Original) The method of claim 1, wherein when the interaction is initiated by the display space object in response to the backend server, enabling initiation of communication from the backend server via the persistent communication channel.

14.   (Original) A system for communicating, comprising:
a client configured to request a web page including at least one nondisplay space object and a
    display space object, the display space object configured to establish and maintain a
    persistent communication channel during a session, the client further configured to render
    the web page including a display space and at least one nondisplay space according to the
    display space object and the at least one nondisplay space object, respectively;
a backend server coupled to the display space object via the persistent communication channel
    and configured to notify a backend representative when the persistent communication
    channel is established with the display space object; and
representative software interactively coupled with the backend server and responsive to
    notification when the persistent communication channel is established, the representative
    software further configured to send data to the client via the persistent communication
    channel for rendering on the display space.

15.   (Original) The system of claim 14, wherein the client further comprises at least one cookie of interest, and the display space object configured to transmit data from the at least one cookie of interest to the backend server via one of the communication channel and HTTP and HTTPS requests between the display space object and the backend server.

16.   (Original) The system of claim 14, wherein the backend server further comprises business logic configured to notify the representative software of establishment of the communication channel.

17.   (Currently Amended) The system of claim 16, wherein the business logic further includes logic to determine ~~if a~~ if the backend representative is available for sending the data to the display space.

18.   (Original) The system of claim 14, wherein the backend server further comprises a log comprising a history of interaction between the client and the representative software.

19.   (Currently Amended) A method for a representative to approach a user over a network, comprising:

a client requesting a web page including at least one nondisplay space object and a display space
    object configured to initiate and maintain a communication channel with the backend
    server;

the display space object establishing and maintaining a communication channel between the
    client and a backend server accessible to the representative through ~~the~~ representative
    software;

rendering the web page including a display space and at least one nondisplay space according to
    the display space object and the at least one nondisplay space object; and

interacting via the communication channel between the display space object and the backend
    server when initiated by one of the display space object responsive to the user and the
    backend server responsive to the representative.

20.   (Original) The method of claim 19, wherein the interacting comprises sending data initiated by the backend server in response to the representative to the display space object via the communication channel for rendering by the client in the display space.

16

21.   (Currently Amended) The method of claim ~~19~~ 19, wherein the interacting further includes selecting interaction between one of a plurality of representatives.

22.   (Original) The method of claim 19, wherein interacting comprises the backend server notifying the representative of establishment of the communication channel and the backend server facilitating data transmission from the representative to the display space at the client.

23.   (Original) The method of claim 19, further comprising retrieving at least one cookie of interest from the client and transmitting at least a portion of the data in the at least one cookie of interest to the backend server via one of the communication channel and ~~to~~ the backend server and forwarding the at least one cookie of interest to the backend server via the communication channel.

24.   (Currently Amended) The method of claim 19, further including configuring the display space ~~is configured~~ as an advertisement on the web page.

17